

April 30, 2001

IN RE: DOCKET NO. 2001-83-C – AmeriMex Communications Corp. -
Application for a Certificate of Public Convenience and Necessity to
provide Competitive Local Exchange telecommunications services within
the State of SC and for Flexible Regulation

**COPY OF TESTIMONY OF DONALD L. ALDRIDGE ON BEHALF OF
AMERIMEX COMMUNICATIONS CORP. HAS BEEN DISTRIBUTED TO
THE FOLLOWING:**

E. Coates

Legal (2)

Exec. Director

Manager, Utils Dept.

Audit (2)

Commissioners (7)

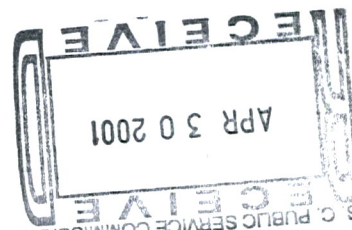
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STATE OF SOUTH CAROLINA

BEFORE THE SOUTH CAROLINA PUBLIC SERVICE COMMISSION

In re:)
)
Application of)
) **DOCKET NO. 2001-83-C**
AmeriMex Communications Corp.)
)
For a Certificate of Public Convenience and Necessity to)
Provide Local Exchange Telecommunications Services)
within the State of South Carolina and for Flexible)
Regulation)



PRE-FILED TESTIMONY OF DONALD L. ALDRIDGE

Q. PLEASE STATE YOUR NAME AND BUSINESS ADDRESS.

A. My name is Donald L. Aldridge. My business address is 1078 Alpharetta St., Suite 9,
Roswell, Georgia 30075.

Q. WHAT IS YOUR POSITION WITH AMERIMEX COMMUNICATIONS CORP.?

A. I am the President and Founder of AmeriMex Communications Corp. ("AmeriMex").

**Q. PLEASE DESCRIBE YOUR BUSINESS EXPERIENCE AND EDUCATIONAL
BACKGROUND.**

A. Prior to founding AmeriMex, I was a Partner of Tatum CFO Partners, LLP. In my five years
at Tatum, 1993 to 1998, my clients mostly consisted of service and technology companies.
My clients provided me the opportunity to work with public markets and private financing.
While at Tatum, I served as the CFO of a \$800 million nationwide service organization. I
took the financial helm of this company when they were in serious financial trouble. I was
able to negotiate with bankers, get the underlying accounting records under control, move

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SERVICE: OK

1 the Company headquarters to Atlanta, and hire an entire corporate financial staff. I
2 spearheaded the financial packaging of the Company that lead to a successful sale to another
3 organization. On another engagement, I had the opportunity to serve as CFO during the
4 Initial Public Offering (IPO) of a Telecom equipment manufacturer. Also while at Tatum,
5 I served as CFO of a southeastern based Paging Company and was instrumental in raising
6 \$8 million of venture capital funds.

7 Prior to joining Tatum I was the Chief Financial Officer of Southern Services Inc. While at
8 Southern Services, I helped develop strategies that took an Atlanta based company from
9 revenues of \$7 million to \$20 million in two years. Before Southern Services, I served as
10 Controller of ADT Maintenance Services. At ADT, I handled the financial integration of
11 approximately twenty acquisitions into one nationwide company. Revenues grew from \$70
12 million to \$250 million over four years. I started my career with the international accounting
13 firm of Deloitte & Touche.

14 **Q. HAVE YOU PREVIOUSLY TESTIFIED BEFORE THIS COMMISSION?**

15 A. No.

16 **Q. IS AMERIMEX CURRENTLY CERTIFICATED TO PROVIDE SERVICE IN**
17 **SOUTH CAROLINA?**

18 A. AmeriMex has applied to the Commission for a Certificate of Public Convenience and
19 Necessity, which has not yet been issued.

20 **Q. HAS AMERIMEX EVER MARKETING OR SOLD SERVICES FOR INTRASTATE**
21 **PURPOSES IN SOUTH CAROLINA PRIOR TO THIS TIME?**

22 A. No.

1 **Q. WHAT IS THE PURPOSE OF YOUR TESTIMONY?**

2 A. The purpose of my testimony is, first, to describe AmeriMex' Application for a Certificate
3 of Public Convenience and Necessity. Secondly, I will describe the telecommunications
4 services AmeriMex proposes to provide. Thirdly, I will describe the technical and
5 managerial resources and abilities of AmeriMex. I will also describe the financial resources
6 of AmeriMex in order to show that AmeriMex has the financial ability to provide the service
7 described in its Application. Finally, I will comment on the public benefits of AmeriMex'
8 proposed telecommunications services.

9 **Q. PLEASE DESCRIBE THE AUTHORITY THAT AMERIMEX SEEKS BY ITS**
10 **APPLICATION.**

11 A. AmeriMex seeks a Certificate of Public Convenience and Necessity to provide resold local
12 exchange telecommunications services throughout South Carolina.

13 **Q. DO YOU HAVE ANY CHANGES OR UPDATED INFORMATION TO PROVIDE**
14 **REGARDING THE APPLICATION?**

15 A. Yes. While AmeriMex seeks a Certificate of Public Convenience and Necessity to provide
16 local exchange service on a statewide basis (as permitted by law and as market conditions
17 warrant), AmeriMex does not, at this time, seek to provide services in any area currently
18 served by any small or rural ILEC in South Carolina. This is in accordance with the
19 Stipulation entered into by AmeriMex and the South Carolina Telephone Coalition.

20 **Q. PLEASE DESCRIBE THE SERVICES TO BE OFFERED BY AMERIMEX.**

21 A. AmeriMex initially plans to provide on a resale basis, monthly recurring, prepaid flat-rate
22 local exchange service, including extended area service, toll restriction, call control options,

1 tone dialing, custom calling services, and other services which may be available on a resale
2 basis from the underlying incumbent local exchange carrier. Under current business plans,
3 AmeriMex will not construct, operate, manage, own or lease any telecommunications
4 facilities for the provision of its local services in the State of South Carolina. Service will
5 be available on a full-time basis, twenty-four hours per day, seven days per week, in those
6 areas currently served by BellSouth, GTE and any other relevant incumbent facilities-based
7 LECs.

8 **Q. HOW IS THE SERVICE TO BE MARKETED AND BILLED?**

9 A. AmeriMex will market its service through direct sales by AmeriMex' agents and will bill
10 customers directly.

11 **Q. HAS AMERIMEX OBTAINED AUTHORIZATION TO PROVIDE ITS SERVICES**
12 **IN ANY OTHER STATES?**

13 A. AmeriMex is authorized by registration, certification or (where appropriate) on a deregulated
14 basis, to provide resold local telecommunications services in Florida, Georgia and North
15 Carolina. AmeriMex currently has pending an application for authority to provide resold
16 competitive local exchange telecommunications services in the State of Louisiana.

17 **Q. HAS ANY STATE EVER DENIED AMERIMEX AUTHORIZATION TO PROVIDE**
18 **INTRASTATE SERVICE?**

19 A. No.

20 **Q. HAS ANY STATE EVER REVOKED AMERIMEX' CERTIFICATION?**

21 A. No.

1 **Q. HAS THE COMPANY EVER BEEN INVESTIGATED OR SANCTIONED BY ANY**
2 **REGULATORY AUTHORITY FOR SERVICE OR BILLING IRREGULARITIES?**

3 **A. No.**

4 **Q. PLEASE DESCRIBE THE MANAGERIAL QUALIFICATIONS OF AMERIMEX'**
5 **MANAGEMENT PERSONNEL.**

6 **A. AmeriMex' management team is well qualified to execute AmeriMex' business plan to**
7 **provide telecommunications service. AmeriMex' primary management team consists of**
8 **Irving Rivera and myself. Mr. Rivera is the Executive Vice President of AmeriMex. Mr.**
9 **Rivera's background for the past nine years has been in the marketing and sales of money**
10 **transfer systems. He has extensive experience in marketing to the Hispanic population, the**
11 **Company's primary market. As stated earlier, I have both a financial and telecom**
12 **background.**

13 **Q. PLEASE DESCRIBE AMERIMEX' FINANCIAL QUALIFICATIONS TO PROVIDE**
14 **SERVICE.**

15 **A. AmeriMex has the financial capability to provide local telecommunications services in South**
16 **Carolina as demonstrated by AmeriMex' most recent financial statements (Exhibit C to**
17 **AmeriMex' Application). As a reseller, AmeriMex will not incur significant expense to**
18 **serve the South Carolina market. Moreover, AmeriMex has access to the financing and**
19 **capital necessary to conduct its proposed telecommunications operations.**

20 **Q. PLEASE DESCRIBE THE PUBLIC INTEREST BENEFITS ASSOCIATED WITH**
21 **AMERIMEX' PROPOSED OFFERING OF TELECOMMUNICATIONS SERVICES**
22 **IN SOUTH CAROLINA.**

1 A. By allowing AmeriMex to provide service in the manner proposed, the level of local
2 exchange competition will be increased. Competition enhances customer choice by
3 providing a wider selection of products and services from which to choose. AmeriMex is
4 poised to offer customers a new service alternative, with excellent customer service.

5 **Q. DOES THIS CONCLUDE YOUR TESTIMONY?**

6 A. Yes.